Source: https://www.industrydocuments.ucsf.edu/docs/qrwy0004

BENSON & HEDGES 100'S
1996 MAGAZINE ANALYSIS

MAGAZINE	TOTAL CIRC (000) RATE BASE TOTAL	% MALE	% FEMALE	MEDIAN AGE	SMOKER INDEX	1995 PG 4/C BLD	A6 35-54 (000)	A6 35-54 CPM	A6 35-54 %COV	A6 35-54 % COMP	A6 35-54 SELECTIVITY INDEX	A6 35-54 100'S SMOKER SELECT INDEX	A6 25-54 (000)	A6 25-54 CPM	A6 25-54 %COV	A6 25-54 % COMP	A6 25-54 SELECTIVITY INDEX	A6 35-54 100'S SMOKER SELECT INDEX
WOMEN'S SERVICE																		
BETTER HOMES&GARDENS	7500	22.80	77.20	42.6	94	$71,895	4084	$17.60	19.71	11.62	104	116	2682	$26.81	17.99	7.63	96	106
FAMILY CIRCLE	5000	10.00	90.00	44.9	93	$57,015	3178	$17.95	15.59	11.64	104	105	1849	$30.84	12.41	6.72	84	95
LADIES HOME JOURNAL	5000	7.50	92.50	44.4	91	$53,622	2141	$25.05	10.33	11.65	105	111	1286	$41.70	8.63	7.00	88	91
MCCALL'S	4600	9.70	90.30	44.1	91	$45,960	2011	$22.85	9.71	11.30	102	107	1247	$36.87	8.37	7.01	88	96
REDBOOK	3200	11.10	88.90	39.7	94	$40,637	1858	$21.92	7.62	11.38	103	111	1124	$53.96	7.54	8.21	103	117
WOMAN'S DAY	4500	6.30	93.70	44.4	97	$47,143	2589	$18.32	13.94	12.15	110	107	1718	$27.44	11.53	7.23	91	104
WOMEN'S HOME SERVICE																		
ARCHITECTURAL DIGEST	750	44.30	55.70	39.9	75	$59,364	485	$119.91	2.38	10.79	97	97	229 *	$259.19	1.54	4.98	63	35 *
HOME MAGAZINE	1000	24.50	75.50	37.9	90	$23,275	469	$49.63	2.26	11.10	100	111 *	326	$71.40	2.19	7.72	97	128 *
HOUSE BEAUTIFUL	960	13.90	86.10	44.8	83	$42,343	856	$49.47	4.13	12.72	116	111	283	$149.82	1.90	4.21	83	47 *
METROPOLITAN HOME	600	29.00	71.00	37.8	78	$51,710	297	$174.11	1.43	11.51	104	86 *	138 *	$374.71	0.93	5.36	67	39 *
SOUTHERN LIVING	2300	28.5	71.50	46	86	$56,074	1358	$41.29	6.55	10.30	93	82	782	$71.71	8.26	5.93	74	73
WOMEN'S GENERAL INTEREST																		
IN-STYLE	550	9.00	91.00	34.6	N/A	$14,481	251	$57.69	N/A	N/A	0	N/A	187	N/A	N/A	N/A	N/A	N/A
NEW WOMAN	1300	5.10	93.90	36.2	109	$24,079	828	$46.76	2.54	12.54	113	112 *	411	$88.58	2.76	9.80	123	140 *
SOAP OPERA DIGEST	1300	9.60	90.40	32.3	121	$20,938	576	$30.97	3.36	8.72	79	106	903	$23.18	5.06	11.84	146	164
WORKING MOTHER	825	5.40	94.60	36.1	97	$23,210	330	$70.33	1.59	10.41	94	137 *	367	$63.24	2.46	11.87	148	150 *
WORKING WOMAN	750	6.00	94.00	38.2	96	$23,960	539	$44.45	2.80	13.91	125	149 *	314	$76.31	2.11	8.10	102	88 *
WOMEN'S FASHION/IMAGE																		
ALLURE	600	11.30	88.70	33.4	90	$30,188	278	$108.59	0.90	10.60	148	N/A	148	$203.97	0.50	4.80	60	N/A
COSMOPOLITAN	2300	19.40	81.60	31.7	102	$46,176	1426	$32.38	5.98	9.16	83	84	1577	$29.28	10.56	10.16	127	138
ELLE	575	14.50	85.50	29.7	88	$32,632	247	$132.11	1.19	6.51	58	53	288	$113.31	1.33	7.89	96	80 *
GLAMOUR	2000	9.50	90.50	30.7	90	$89,026	843	$81.68	4.07	7.96	71	83	899	$76.73	6.03	9.39	106	102
HARPER'S BAZAAR	700	8.10	91.90	37.3	87	$24,449	296	$82.60	1.43	9.16	83	79 *	156 *	$164.74	1.08	4.89	61	64 *
MADEMOISELLE	1100	5.70	94.30	27.6	92	$45,382	360	$126.09	1.74	6.48	58	57 *	370	$122.65	2.48	6.64	83	79 *
MIRABELLA	900	10.80	89.20	33.3	81	$39,089	164 *	$238.34	0.79	7.17	65	63 *	87 *	$448.29	0.88	3.81	48	21 *
SELF	1100	9.50	90.50	32.1	99	$46,215	377	$127.89	1.82	9.29	84	96 *	351	$137.36	2.35	8.65	109	124 *
TOWN & COUNTRY	475	23.90	76.10	40.9	74	$42,717	243	$175.79	1.17	7.83	71	80 *	134 *	$318.78	0.90	4.02	64	69 *
VANITY FAIR	1000	23.70	76.30	33.7	90	$67,045	416	$137.13	2.01	9.36	84	73	360	$186.45	2.42	8.10	102	83 *
VOGUE	1100	14.60	85.40	31.1	92	$83,638	795	$68.39	3.79	7.69	69	43	790	$67.96	5.30	7.73	97	107
MEN'S GENERAL INTEREST																		
PENTHOUSE	1093	83.40	16.60	31.7	137	$17,120	593	$28.87	2.86	12.58	113	110 *	725	$23.61	4.85	15.36	193	181 *
PLAYBOY	3400	83.00	17.00	32.6	128	$67,894	1364	$42.44	6.58	12.00	108	109	1615	$35.85	10.84	14.21	178	172
SCIENCE & TECH																		
HOME MECHANIX	1000	70.20	29.80	40.8	116	$22,565	279	$80.88	1.35	14.22	126	99 *	175 *	$128.94	1.17	8.82	112	97 *
OMNI	700	61.80	38.20	36.8	113	$14,478	461	$31.41	2.82	13.43	121	102 *	411	$35.53	2.76	11.87	150	165 *
POPULAR MECHANICS	1800	85.30	14.70	39.7	110	$37,888	1184	$31.73	5.76	12.54	113	126	837	$45.27	5.62	8.79	110	108 *
POPULAR SCIENCE	1600	82.81	83.50	40.1	101	$39,296	950	$41.36	4.59	13.09	118	116	580	$75.87	3.49	7.17	90	71 *
MEN'S SPORT																		
INSIDE SPORTS	575	88.10	11.90	31.5	116	$17,820	575	$30.99	2.78	10.85	99	94 *	563	$31.65	3.76	10.70	134	123 *
SPORT	750	85.90	14.10	33.1	104	$13,474	491	$27.44	2.37	11.03	98	90 *	358	$37.64	2.40	8.04	101	84 *
SPORTS ILLUSTRATED	3150	75.10	24.90	36.1	106	$102,281	2647	$38.64	12.78	11.16	101	101	2169	$47.14	14.35	9.15	115	113
EPICUREAN/TRAVEL																		
BON APPETIT	1000	28.10	71.90	43.0	87	$43,354	559	$66.79	3.18	12.08	112	108	379	$155.39	1.87	5.24	66	46 *
CONDE NAST TRAVELER	795	43.90	56.20	42.9	68	$38,788	207	$197.38	1.00	9.01	81	90 *	140 *	$277.06	0.84	6.09	75	53 *
FOOD & WINE	725	36.70	63.30	41.8	93	$24,821	371	$67.17	1.79	11.09	100	111 *	225	$110.76	1.81	6.73	84	82 *
GOURMET	800	27.80	72.20	44.2	77	$37,864	498	$76.81	2.40	11.13	100	86 *	164 *	$221.43	1.10	3.67	46	17 *
TRAVEL & LEISURE	900	45.80	54.20	43.9	82	$37,229	532	$68.96	2.67	13.89	125	111 *	169 *	$220.29	1.13	4.41	55	64 *
NEWS/WEEKLY (DUAL)																		
NEWSWEEK	3100	55.40	44.60	41.4	92	$87,842	2654	$33.07	12.82	12.10	109	106	1693	$55.49	10.62	7.21	90	92
TIME	4000	54.30	45.70	40.5	89	$100,510	2810	$36.77	13.56	11.82	107	114	1963	$51.20	13.17	8.86	104	102
US NEWS & WORLD REPORT	2150	65.00	35.00	44.1	84	$60,253	1404	$42.92	6.78	11.58	104	94	841	$84.00	4.30	5.28	66	59
FINANCE (DUAL)																		
BUSINESS WEEK	870	69.50	30.50	39.5	83	$61,466	643	$136.70	3.10	11.04	100	92	388	$211.06	2.59	6.63	83	61 *
FORBES	765	68.10	31.90	42.6	78	$68,029	488	$165.26	2.26	11.83	101	86 *	223	$305.06	1.60	5.35	67	60 *
FORTUNE	740	66.00	34.00	38.9	87	$40,881	494	$82.16	2.38	12.00	108	96 *	318	$127.21	2.14	7.75	97	73 *
MONEY	1900	60.70	39.30	43.6	79	$74,496	1129	$66.97	5.45	11.44	103	127	622	$119.75	4.17	6.30	79	98 *
ENTERTAINMENT (DUAL)																		
CABLE GUIDE	4700	46.10	53.90	36.8	118	$31,234	532	$58.71	2.50	9.10	82	N/A	720	$43.38	4.60	12.36	154	N/A
ENTERTAINMENT WEEKLY	1075	60.30	39.70	32.8	102	$31,637	474	$66.74	2.29	9.33	84	91 *	578	$54.74	3.98	11.36	143	161 *
MOVIELINE	145	53.60	46.40	36.4	113	$3,884	33	$177.70	0.20	9.10	82	N/A	44	$88.27	0.30	12.30	154	N/A
PEOPLE	3150	36.80	63.80	38.0	96	$79,581	4075	$19.60	19.67	11.41	103	114	3040	$26.27	20.40	8.81	107	114
PREMIERE	800	44.00	56.00	30.3	106	$24,175	128 *	$188.87	0.62	7.22	65	45 *	238 *	$106.97	1.52	12.75	160	220 *
ROLLING STONE	1175	63.90	36.10	27.9	184	$41,621	835	$66.54	3.06	7.71	70	62	1112	$37.43	7.66	13.80	189	166
SPIN	400	66.10	31.90	23.6	126	$15,870	84 *	$190.12	0.41	4.85	39	61 *	212	$75.33	1.42	10.97	138	118 *
TV GUIDE	14000	42.00	58.00	38.0	118	$83,793	5621	$14.91	27.13	12.72	115	114	4483	$18.78	29.94	10.10	127	129
US	1100	43.00	57.00	33.7	98	$22,268	468	$47.58	2.26	9.22	83	96 *	549	$40.66	3.69	10.91	136	138 *
GENERAL INTEREST (DUAL)																		
COUNTRY AMERICA	1000	31.60	68.40	36.1	107	$30,702	344	$89.25	1.66	11.20	101	100 *	235 *	$130.65	1.58	7.65	96	67 *
DETAILS	475	71.10	28.90	26.8	184	$30,199	85	$365.28	0.40	6.10	55	N/A	241	$126.31	1.50	17.20	216	N/A
ESQUIRE	700	60.00	40.00	36.5	102	$24,218	445	$54.42	2.15	12.82	116	137 *	294 *	$82.37	1.97	8.47	106	86 *
GQ	650	67.10	32.90	27.3	116	$40,215	488	$87.81	2.21	7.87	71	77 *	696	$57.78	4.67	11.96	150	133 *
INTERVIEW	145	61.00	39.00	29.0	184	$13,767	22	$625.77	0.10	6.10	55	N/A	62	$222.06	0.40	17.20	216	N/A
LIFE	1600	46.70	53.30	38.7	103	$43,996	2161	$20.16	10.53	12.13	109	117	1626	$26.83	10.83	8.48	106	101
SPY	185	60.00	40.00	33.8	184	$5,833	36	$208.32	0.10	6.10	55	N/A	80	$72.91	0.50	17.20	216	N/A

* DATA RELATIVELY UNSTABLE

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94PERF

1995 BENSON & HEDGES 100'S

PUBLICATION	# OF INSERTIONS	COST P4C0	AVG AUDIENCE ADULTS (000)	GROSS IMPRESSIONS	% FEMALE	% BLACK	% HISPANIC	ADULTS % 35–54	ADULTS % 25–34	MEDIAN AGE	SMOKER INDEX	A25 35–54 (000)	SELECTIVITY INDEX	A25 35–54 CPM	A25–34 (000)	A25–34 CPM	SELECTIVITY INDEX
ALLURE	4	$30,186	3,036	12,144	88.7%	14.8%	8.8%	40.8%	29.7%	33.4	90	278	95	$109	148	$204	86
BETTER HOMES & GARDENS	6	$71,895	36,172	217,032	77.2%	8.7%	6.1%	41.6%	21.4%	42.8	94	4,084	105	$18	2,682	$27	96
CABLE GUIDE	2	$31,234	7,417	14,834	53.9%	19.2%	7.2%	38.9%	26.0%	36.6	119	532	82	$59	720	$43	154
COSMOPOLITAN	6	$46,176	15,808	94,848	81.6%	10.6%	10.9%	31.9%	30.2%	31.7	102	1,426	83	$32	1,577	$29	127
ENTERTAINMENT WEEKLY	6	$31,637	5,938	35,628	60.3%	15.1%	10.1%	31.3%	34.5%	32.6	102	474	84	$67	578	$55	143
ESQUIRE	6	$24,218	3,664	22,104	40.0%	30.6%	10.8%	36.6%	23.6%	35.5	102	445	116	$54	294	$82	106
FAMILY CIRCLE	6	$57,015	27,148	162,888	90.0%	8.8%	5.6%	41.3%	19.1%	44.9	93	3,176	104	$18	1,849	$31	84
FORTUNE	4	$40,581	3,560	13,440	34.0%	10.1%	7.2%	43.7%	28.6%	38.9	87	494	106	$82	319	$127	97
GLAMOUR	4	$69,026	11,260	45,040	90.5%	13.4%	9.1%	29.5%	29.7%	30.7	90	843	71	$82	899	$77	105
GOURMET	4	$37,954	4,475	17,900	72.8%	8.5%	7.9%	46.1%	16.1%	44.2	77	498	100	$76	164	$231	46
GQ	6	$40,215	6,017	36,102	32.9%	23.8%	10.3%	25.3%	29.6%	27.3	116	458	71	$88	695	$58	150
HOME	6	$23,275	4,134	24,804	75.5%	11.5%	11.3%	43.4%	27.0%	37.9	98	469	100	$50	326	$71	97
INSTYLE	6	$14,481	2,200	13,200	87.8%	10.5%	8.5%	39.9%	26.9%	34.8	N/A	251		$58	187	$77	
INSIDE SPORTS	6	$17,820	5,732	34,392	11.9%	19.9%	11.3%	32.9%	30.2%	31.5	116	575	99	$31	563	$32	134
LADIES HOME JOURNAL	6	$53,622	18,450	110,700	92.5%	6.9%	4.8%	43.8%	19.3%	44.4	91	2,141	105	$25	1,286	$42	88
LIFE	6	$43,966	16,551	99,306	53.3%	14.3%	10.4%	39.2%	21.4%	38.7	103	2,181	109	$20	1,525	$29	106
MCCALL'S	6	$45,960	15,751	100,506	90.3%	10.4%	5.6%	38.2%	20.5%	44.1	91	2,011	102	$23	1,142	$40	88
MONEY	4	$74,466	10,378	41,512	39.3%	10.0%	5.7%	45.0%	23.9%	43.5	79	1,129	109	$66	622	$120	79
NEW WOMAN	6	$24,079	3,778	22,668	93.9%	11.5%	7.6%	43.6%	28.3%	36.2	109	526	113	$46	411	$59	123
NEW YORK	6	$37,109	1,550	9,300	49.6%	10.8%	4.2%	35.6%	35.2%	40.4	121	284		$131	161	$205	130
NEWSWEEK	6	$87,842	21,345	128,070	44.6%	9.8%	8.4%	43.9%	23.1%	41.4	92	2,656	109	$33	1,583	$55	90
PARADE	6	$135,951	27,561	165,364	50.9%	11.7%	4.8%	36.5%	21.7%	42.8	101	0		ERR	5,814	$24	91
PEOPLE	6	$79,851	36,846	221,076	63.6%	10.7%	6.7%	39.9%	26.9%	38.0	98	4,075	103	$20	3,040	$26	107
PLAYBOY	6	$57,804	10,961	65,766	17.0%	12.5%	10.7%	29.9%	36.3%	32.6	95	1,364	106	$42	1,615	$36	176
REDBOOK	6	$60,697	14,284	85,704	88.9%	8.9%	5.4%	39.9%	24.3%	39.7	94	1,558	103	$39	1,124	$54	103
ROLLING STONE	4	$41,621	8,642	35,368	36.1%	8.4%	9.7%	24.4%	35.1%	27.9	124	635	70	$66	1,112	$37	169
SOAP OPERA DIGEST	6	$20,998	8,352	50,112	90.4%	20.1%	5.4%	29.7%	27.7%	32.3	121	676	79	$31	903	$23	146
SOUTHERN LIVING	6	$56,074	12,788	76,728	71.5%	10.2%	3.1%	42.0%	18.0%	46.0	86	1,356	93	$41	782	$72	74
SPORT	6	$13,474	4,396	26,376	14.1%	22.1%	13.7%	33.3%	25.3%	33.1	106	491	99	$27	356	$38	101
SPORTS ILLUSTRATED	6	$102,261	23,276	139,656	24.9%	16.2%	9.3%	36.6%	28.0%	35.1	106	2,547	101	$39	2,186	$47	115
TIME	6	$100,510	23,675	142,050	45.7%	11.0%	9.8%	40.9%	20.8%	40.5	99	2,810	107	$36	1,963	$51	104
TRAVEL & LEISURE	4	$37,229	3,971	15,884	54.2%	9.5%	6.0%	45.5%	19.8%	43.9	82	532	125	$70	169	$220	55
TV GUIDE	6	$83,798	44,342	266,052	58.0%	13.0%	6.7%	36.0%	25.3%	38.0	118	5,621	115	$15	4,465	$19	127
US	6	$22,266	5,452	32,712	57.0%	9.4%	8.3%	39.0%	33.7%	33.7	98	468	83	$48	549	$41	136
USA WEEKEND	6	$73,560	5,670	34,020	52.0%	8.8%	4.7%	36.5%	19.4%	43.3	99	0		ERR	2,504	$30	67
VANITY FAIR	6	$57,045	5,375	32,250	76.3%	10.0%	9.7%	34.7%	31.3%	33.7	90	416	84	$137	360	$158	102
WOMAN'S DAY	6	$47,143	23,794	142,764	93.7%	9.0%	5.1%	42.1%	18.3%	44.4	97	2,689	110	$18	1,718	$27	91
WORKING WOMAN	6	$23,960	3,193	19,158	94.0%	21.3%	9.4%	50.9%	29.8%	36.2	95	539	125	$44	314	$76	102
BLACK ENTERPRISE	6	$13,390	1,320	7,920	44.0%	92.6%	0.6%	37.9%	35.9%	34.1	142	180		$74		$70	
EBONY MAN	6	$9,405	563	3,378	20.0%	70.7%	9.1%			28.0	117	75		$125		$131	
EBONY	6	$37,722	9,749	58,494	59.8%	89.1%	2.2%	36.8%	27.1%	35.8	118	1,353		$28		$32	
UPSCALE	6	$9,660	1,500	9,000	61.0%	70.7%	9.1%			28.0	119	0		$19		$20	
EMERGE	6	$8,205	492	2,952	56.0%	91.6%	1.5%			40.1	116	57		$161		$191	
ESSENCE	6	$27,562	5,020	30,120	86.6%	91.6%	0.9%	35.7%	32.4%	35.4	111	724		$38		$74	
JET	6	$18,140	9,745	58,470	53.5%	88.5%	1.9%	36.1%	27.8%	34.7	117	1,242		$15		$15	
BLACK ELEGANCE	6	$7,931	666	4,006	95.8%	90.2%	3.8%			31.7	111	102		$78		$110	
CLASS	6	$8,888	1,100	6,600	55.0%	90.0%	5.0%			31.0	117	67		$147		$184	
VIBE	6	$12,390	1206	7,248	53.0%	90.0%	5.0%							$68			
														A35–54		A25–34	
BUENHOGAR	6	$1,152	284	1,706	89.0%	3.0%	95.0%	45.9%	27.8%					$109		$179	
COSMOPOLITAN	6	$2,160	294	1,762	89.0%	3.0%	95.0%	44.0%	32.9%					$137		$183	
CHRISTINA	6	$3,240	819	4,914	70.0%	3.0%	95.0%	45.6%	25.9%					$81		$137	
HARPER'S BAZAAR	6	$1,008	83	497	95.0%	3.0%	95.0%	48.0%	25.0%					$147		$282	
HISPANIC	6	$8,755	2,025	12,150	54.0%	3.0%	95.0%	53.2%	27.4%					$73		$142	
HISPANIC BUSINESS	6	$6,943	2,295	13,770	20.0%	3.0%	95.0%	59.7%	20.3%					$68		$259	
IDEAS	6	$792	94	562	92.0%	3.0%	95.0%	45.8%	27.8%					$144		$237	
LA PLAYA	6	$1,850	270	1,620	46.0%	3.0%	95.0%	40.6%	30.9%					$152		$199	
MARIE CLAIRE	6	$1,296	124	744	90.0%	3.0%	95.0%	35.0%	36.1%					$240		$251	
MIAMI MENSUAL	6	$2,630	362.5	2,115	45.0%	3.0%	95.0%	59.7%	20.3%					176.21		$518	
TV Y NOVELAS	6	$2,232	1267.7	7,606	86.0%	3.0%	95.0%	40.6%	30.9%					58.58		$77	
VANIDIADES	6	$3,240	812.8	4,877	86.0%	3.0%	95.0%	47.9%	23.2%					114.84		$237	
VISTA	6	$19,325	9906.1	59,449	58.0%	3.0%	95.0%	35.0%	31.0%					50.15		$57	
GROSS IMPS (000) OF SCHEDULE	320			3,107,430	63.5%	16.0%	10.5%	38.2%	25.3%								

HISPANIC & AFRICAN AMERICAN ESTIMATED # OF INSERTIONS
SOURCE: 1994 PRINT AUDIENCE STUDY OR 1994 HISPANIC AND AFRICAN AMERICAN PLANS

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CAREGROS

Source: https://www.industrydocuments.ucsf.edu/docs/qrwy0004